REMARKS:

Claim 1 is again in the case and presented for reconsideration.

Rejection of the Specification and Claim Under 35 U.S.C. §112

The specification has been amended to eliminate the new matter objected to by the Examiner and Claim 1 has been amended to improve its form in view of the Examiner's formal rejection, and to better define and distinguish the invention over the prior art in view of the Examiner's obviousness rejection.

Rejection of the Claim Under 35 U.S.C. §103

Claim 1 is rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of four references, namely, **Heilper** et ai., US 7,222,791 in view of Laurent Bussard and Yves Roudier, *Authentication in Ubiquitous Computing* (**Bussard**) in view of the website **usenix.org** and further in view of A.N. **Yiannopoulos**, Ocean Bills of Lading: Traditional Forms, Substitutes, and EDI Systems.

Following is a comparison between the presently claimed invention and the newly cited reference combination of **Heilper**, **Bussard**, **usenix.org** and **Yiannopoulos** in terms of the technical features of the claimed invention.

(A)   Regarding the Invention Recited in Claim 1:

As amended above, claim 1 of the present invention recites:

a method for servicing an electronic certificate for goods of a big-name brand or genuine quality, the method comprising the steps of:

establishing both an identification code for the goods as well as a secret code for creating the electronic certificate, prior to one of a first purchase and a first distribution;

recording the identification code along with the secret code for creating an electronic certificate (1) by using one of an audio tag, a visual tag and an RFID tag for the goods prior to one of a first distribution and a first purchase, the secret code being configured to be first known at the first distribution or the first purchase;

requesting creation and transmission of an electronic certificate (1) for the goods by inputting the established and recorded identification code and secret code into an electronic-certificate creation server (10) by means of the audio tag, the visual tag or the RFID tag at the time of the first distribution or the first purchase, said electronic certificate (1) comprising a character image which can be selected from among several shapes, and a management program as well as the identification code and secret code, and being constructed so that only one electronic certificate can be created per goods;

firstly creating the electronic certificate (1) for the goods at the electronic-certificate creation server (10) after confirming the identification code, when the request for genuine quality certification is received;

transmitting the firstly created electronic certificate (1) to a client (50) of the first distributor or first purchaser through a wire/wireless network (40); and

displaying the character image of the transmitted electronic certificate (1) on a display apparatus of the client (50) so that possession of the big-name brand or genuine quality can be shown, and authentication the big-name brand or genuine quality can be achieved even without the step of authenticating the actual goods themselves, but by merely authentication the electronic certificate;

wherein a list entry (that is, an entry in the from of a list) is stored in a database (30)

of an authentication/management server (20) for the electronic certificate (1) and the goods at the time of creation and transmission of the electronic certificate (1) by the electronic-certificate creation server (10);

the method further comprising the steps of:

transmitting results of the certification or authentication as for the electronic certificate (1) and/or information on the goods of the big-name brand or genuine quality when certification or authentication is requested from the client (50) through the authentication/management server (20);

moving the electronic certificated to the client of a transferee together with transfer of the goods; and

canceling the electronic certificate from the client of a transferor, so as to achieve a change in ownership of the goods of the big-name brand or genuine quality.

In more detail, the technical idea of the present invention is the method for servicing the electronic certificate for goods of the big-name brand or genuine quality that displays the character image of the electronic certificate (1) comprising the character image which can be selected from among several shapes, and the management program as well as the identification code and secret code, and being constructed so that only one electronic certificate can be created per goods, on a screen of a computer or a mobile phone owned by the client (50), thereby being able to show ownership of the goods of the big-name brand or genuine quality to anyone from the displayed character image, transferring the electronic certificate (1) to another client of a new owner together with transfer of the goods of the big-name brand or genuine quality, and deleting the electronic certificate (1) from the client (50), and thus a change in ownership of the goods of the big-name brand or genuine

quality is clarified, so that the transfer of the electronic certificate (1) from the client (50) to another client of the new owner is achieved through the authentication/management server (20).

(B) Comparison Between Claim 1 of the Present Invention and the Cited References **Heilper**, **usenix.org**, **Bussard**, and **Yiannopoulos**:

The cited reference to **Heilper** discloses a counterfeit detection method. In this regard, the examiner indicates that the cited reference **Heilper** discloses in column 2, lines 1-6 "a method for servicing a certificate for goods of a big-name brand or genuine quality including establishing an identification code for the goods, prior to one of a first purchase and a first distribution."

However, the cited reference to **Heilper** does not disclose the method for servicing the electronic certificate for goods of the big-name brand or genuine quality that generates the electronic certificate (1) showing ownership of the goods of the big-name brand or genuine quality and displays the electronic certificate (1) on a display window of a client's mobile phone, so that whether the client owns the goods of the big-name brand or genuine quality is directly known, authentication of the goods is achieved by authentication of the electronic certificate (1), and the electronic certificate (1) is transferred to another client of a new owner together with transfer of the goods of the big-name brand or genuine quality recited in the claimed invention, in terms of the objective. Therefore, the cited reference **Heilper** is completely different from the present invention in terms of information regarding a variety of types of certification as an object of invention, and the person of ordinary skill in the art contemplated by 35 U.S.C. 103 would take this into account.

Further, the cited reference to **Heilper** does not disclose a secret code for creating the electronic certificate and an electronic device and the feature corresponding to the management program shown in FIGS. 2 and 3 of the present invention and thus the cited reference to **Heilper** and the claimed invention are completely different from each other. Furthermore, the character image recited in the claimed invention is not suggested or taught in the cited reference **Heilper** and thus the cited reference **Heilper** and the claimed invention are completely different from each other in terms of the construction.

Further, the cited reference to **Bussard** is directed to a workshop textbook regarding authentication in ubiquitous computing. In this regard, the Examiner indicates that the cited reference **Bussard** discloses in page 6 "checking through a certificate using a PDA owned by a user and performing the checking via a wireless or wired medium."

However, **Bussard** does not disclose the feature corresponding to the management program shown in FIGS. 2 and 3 of the present invention and thus the cited reference **Bussard** and the claimed invention are completely different from each other. Furthermore, the information regarding various types of electronic certification disclosed in the cited reference **Bussard** does not suggest or teach the character image recited in the claimed invention and thus the cited reference **Bussard** and the claimed invention are also completely different from each other in terms of the construction.

The website **usenix.org** teaches that there are many ways to represent items electronically, e.g. via an Item Certificate and although the Examiner holds that with electronic authentication, a management program is implicit, that still does not bridge the gap of obviousness between the claimed invention and the asserted combination including the other three references that all have major differences in perspective from the claimed invention.

Turning now to the cited reference to **Yiannopoulos**, this is a book regarding Ocean Bills of Lading: Traditional Forms, Substitutes, and EDI Systems. In this regard, the Examiner indicates that the cited reference to **Yiannopoulos** discloses in page 28 "a private key enabling an owner to carry out a future sale or a previous trade regarding ownership of the goods of a big-name brand or genuine quality, a delivery man checking a trade, delivering all types of data included in a received message excluding the private key to a new intended holder, and issuing a given private key after the new intended holder accepts a transfer of the goods."

However, the cited reference to **Yiannopoulos** does not disclose the feature corresponding to the management program shown in FIGS. 2 and 3 of the present invention and thus the cited reference **Yiannopoulos** and the claimed invention are completely different from each other. Furthermore, the information regarding various types of electronic certification disclosed in the cited reference **Yiannopoulos** does not suggest or teach the character image recited in the claimed invention and thus the cited reference **Yiannopoulos** and the claimed invention are also completely different from each other in terms of the construction.

For the obviousness test applied against the only presented claim here, the skilled artisan in the art of the application is being asked to ignore the basic differences between the claimed invention and the cited references, and to arbitrarily select and combine only those pieces of the prior art teaching to cobble together the claimed invention with hindsight that can only come from reading the present application first. Although the motivation test has been overturned by the KSR case as being the only test for obviousness, even KSR holds that motivation to make the asserted combination to prove

obviousness of a claimed invention is still a valid consideration and here there appears to be none.

(C) Conclusion:

As described above, the amended claim of the present invention is quite different from the cited references of **Heilper**, **Bussard** , **usenix.org** and **Yiannopoulos** in terms of the objective, the technical features, and the effects against the Examiner's rejections, and the present invention is different from the combination of the cited references **Heilper**, **Bussard** , **usenix.org** and **Yiannopoulos**. Accordingly, a further examination of the present application is requested.

If there is no further grounds of rejection against the present application, allowance of the present application is respectfully requested.

Accordingly, the application and claim are believed to be in condition for allowance, and favorable action is respectfully requested.

No new matter has been added and if any issues remain, the Examiner is respectfully invited and urged to contact the undersigned at the number below, to advance the application to allowance.

Respectfully submitted,
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